



Stakeholder Engagement Committee (Goal 3) Meeting Minutes

April 21, 2026, 3:00-4:00 PM

- 1. Call to Order** - The meeting was called to order at 3:08pm.
- 2. Roll Call** - Roll Call was completed.
- 3. Public Comment** - There was no public comment.
- 4. Approval of Minutes**
 - a. January 20, 2026 Meeting Minutes
It was moved by Amy Brenot seconded by Joe Rehfeld, and CARRIED to approve the January 20, 2026 Meeting Minutes. Unanimously approved.
- 5. Information Items**
 - a. Goal 3 Dashboard - Carter gave an overview of the new Goal 3 dashboard, and highlighted upcoming events, digital marketing performance, and recent media coverage. She also shared updates on stakeholder engagement initiatives, including collaborations with Yelp to host curated business tours for Elite users. Carter reviewed the expanded newsletter program, including Hollywood Happenings, Updates from The HP, the new Hollywood Monthly Brief from the CEO, and a quarterly SafeCity Connect Camera Network update distributed to program participants. The Committee discussed.
 - b. Review Market Moves Dashboard - Carter presented the Market Moves dashboard, now available on the THP website, which provides quarterly data on the state of the district across key sectors. The platform includes a high-level market snapshot along with insights into working, living, visiting, retail, and development trends, including metrics such as visitor activity and pedestrian counts, as well as a live map of projects shaping Hollywood's future. Carter also shared updates to the HPCDC data dashboards, which highlight THP's operational work, including calls for service and other clean and safe service metrics. The Committee discussed.
 - c. FIFA & Olympics Update. Carter shared updates on promotional efforts related to the upcoming FIFA World Cup, including amplifying district-wide programming, securing media coverage, launching a World Cup business resource page, and hosting Yelp Elite tours of viewing locations. She also noted ongoing collaboration with CD13 and the Hollywood Chamber of Commerce to position Hollywood for hospitality houses and brand activations in advance of the Olympics. The Committee discussed.

- d. **Scene Change Communications.** Carter provided updates on the “Scene Change” Neighborhood Reinvestment Program initiative, including the recent Town Hall and the launch of the program page on the THP website, which shares information about the proposed TID and early PBID renewal. She noted the initiative's focus on increasing funding to expand services, especially in advance of the Olympics. The Committee discussed.

6. Action Items

- a. None -

- 7. New Business** - Brian Folb shared updates about new leadership at the Hollywood Chamber of Commerce and the opportunities for collaboration with the THP.

- 8. Adjournment** - The meeting was adjourned at 4:06 PM.

Committee Members Present: Brian Folb; Chair, Amy Brenot, Kevin Lee, Tom Pollak, Jasmine Leong, Joe Rehfeld

Absent: David Gordon, Dara Nai, Sarah Russin

Guests: None

Staff: Mackenzie Carter, Céline Vacher